

Message Text

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ACTION EB-07

INFO OCT-01 EA-07 ISO-00 STR-04 COME-00 TRSE-00 ITC-01
PA-01 PRS-01 USIA-06 CIAE-00 INR-07 NSAE-00 /035 W
-----140815Z 039065 /21
R 140734Z JAN 77
FM AMEMBASSY BANGKOK
TO SECSTATE WASHDC 8186

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E.O. 11652: N/A
TAGS: BDIS, EIND, TH
SUBJECT: THAILAND PROTECTS ITS FILM INDUSTRY

REF: A) BANGKOK 0203; B) STATE 000873

1. ON JANUARY 12 EMBOFF ACCOMPANIED MR. PERKINS OF MOTION PICTURE EXPORT ASSOCIATION OF AMERICA (MPEAA), MR. BLAMEY, THAILAND MANAGER OF TWENTIETH CENTURY-FOX AND COLUMBIA, AND MR. CHANA, MANAGER OF CINEMA INT. CORP., WHEN THEY CALLED ON DR. AMNUAY VIRAVAN, UNDERSECRETARY OF STATE, MINISTRY OF FINANCE.

2. WHEN MR. PERKINS ASKED DR. AMNUAY TO EXPLAIN WHY THE RTG RAISED THE TARIFF TO SUCH AN EXTENT (ABOUT 12 TIMES)) DR. AMNUAY REPLIED THAT IN FACT THE INCREASE WAS MUCH LESS SINCE THE BUSINESS TAX WOULD NO LONGER BE LEVIED. HE FIGURED THAT INSTEAD OF 20,000-30,000 BAHT (\$1,000-1,500) THE TOTAL LANDED COST PER FILM WOULD NOW BE SOME 90,000 BAHT (\$4,500) OR ONLY THREE TO FOUR TIMES GREATER. HE ACKNOWLEDGED THAT THIS WOULD REDUCE SOMEWHAT THE NUMBER OF FILMS IMPORTED BUT THAT THIS IS WHAT THE MEASURE WAS DESIGNED TO DO. MR. PERKINS AND THE OTHER MPEAA REPS EXPLAINED THAT SINCE THEY DO NOT PAY ROYALTY ON THE FILMS THEY BRING IN, THE LANDED COSTS BEFORE THE NEW TARIFF

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AVERAGED AROUND 10,000 BAHT OR \$500. INSTEAD, THEY PAY TAX ON THEIR REMITTANCES TO THE U.S. AFTER THE FILM HAD ITS SHOWING IN THAILAND. ON THE OTHER HAND, THE INDEPENDENTS WHO BUY THEIR FILMS OUTRIGHT MAY PAY (IF THEY DO NOT UNDER INVOICE) A TOTAL OF 20,000-30,000 BAHT, BUT PAY NOTHING AFTERWARDS. THEREFORE, THE RATE, FOR THE MPEAA DISTRIBUTEOR AT LEAST, HAS GONE UP NINE OR TEN TIMES.

3. WHEN PERKINS SAID THAT MPEAA HAS BEEN FORCED TO CEASE EXPORTING FILMS TO THAILAND, AMNUAY REPLIED THAT THIS IS A BUSINESS DECISION FOR THE AMERICANS TO MAKE. AMNUAY FINALLY SAID THAT NOTHING COULD BE DONE FOR THE PRESENT, IN ANY CASE, BUT THAT THE WHOLE SITUATION WOULD BE REVIEWED IN FOUR TO SIX MONTHS IF THE THEATERS SHOULD BE HURT EXCESSIVELY.

4. PERKINS WILL ISSUE A PRESS RELEASE TODAY, JANUARY 13, STATING THAT MPEAA HAS STOPPED EXPORTING FILMS TO THAILAND. THE RELEASE WILL GIVE A SHORT EXPLANATION FOR THE REASONS. THE THAI AND ENGLISH LANGUAGE PRESS HAS CARRIED A NUMBER OF ARTICLES ON THIS SUBJECT WITH THE THAI PRESS GENERALLY APPLAUDING THE HIGHER TARIFF AND PROTECTIONISM OF THE LOCAL PRODUCING INDUSTRY.

5. PERKINS AND OTHER MPEAA REPS MET WITH EMBOFFS TODAY, JANUARY 13, TO DISCUSS FUTURE PLANS. FOR THE TIME BEING THE MPEAA STRATEGY WILL BE TO WORK THROUGH THE MOTION PICTURE EXHIBITORS WHO HAVE POLITICAL INFLUENCE, IN AN EFFORT TO SECURE RELIEF FROM THIS BURDENSOME TARIFF. THE LOCAL MPEAA REPS WILL KEEP THE EMBASSY INFORMED. WHITEHOUSE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: FILMS, INDUSTRY, EXPORTS, MEETINGS
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BANGKO01053
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770014-0519
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770153/aaaabtvu.tel
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Litigation History:
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